

GirlsHealth.gov Media Kit

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For more in-depth health information and to learn more about Girlshealth.gov visit us online at:

<http://www.GirlsHealth.gov>

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U.S. Department of Health and Human Services, Office on Women's Health



Thank You for Your Interest in GirlsHealth.gov

Let's face it, today's media-savvy teens rely more heavily on the Internet as a reliable source of information than they rely on their parents, teachers, or friends. So, it is critical to give them the most reliable and up-to-date health information available.

Sponsored by the U.S. Department of Health and Human Services' Office on Women's Health, our mission is to inspire healthy behaviors using positive, supportive, and non-threatening messages. In an effort to make our web site safe for all girls ages 10-16, the articles, interviews, quizzes, and links we refer to are reviewed by medical experts and are approved by representatives of the Office on Women's Health.

We are constantly updating our content in order to answer girls' questions. Our web site covers these topics and more:

- | | | |
|-----------------|-----------------------------|---------------|
| ★ Relationships | ★ Bullying | ★ Body |
| ★ Fitness | ★ Illness & Disability | ★ Mind |
| ★ Nutrition | ★ Drugs, Alcohol, & Smoking | ★ Your Future |

Check out our FREE printed and online materials. Also, don't forget to take a look at the resources we have in our Parents & Caregivers and For Educators sections. Thank you again for supporting GirlsHealth.gov and for your efforts to make all girls healthy in mind, body and spirit.

Sincerely,

A handwritten signature in black ink that reads 'Valerie Scardino'.

Communications Director
Office on Women's Health
U.S. Department of Health and Human Services



U.S. Department of Health and Human Services, Office on Women's Health



You are the Rhythm of the Universe! Mind, Body and Spirit!



A project of the U.S. Department of Health and Human Services, Office on Women's Health

girlshealth.gov

3/2006

Place
Stamp
Here

girlshealth.gov
U.S. Department of Health and Human Services
Office on Women's Health
200 Independence Avenue, SW, Room 712E
Washington, DC 20201



www.girlshealth.gov

As they get older and move into their teens, girls face challenging social pressures and changing health needs. We have created girlshealth.gov to help girls (ages 10-16) learn more about the issues they may face in the upcoming years. The web site has information about these topics:



BODY
MIND
BULLYING
FITNESS



YOUR FUTURE
INFORMATION
FOR EDUCATORS



INFORMATION
FOR PARENTS



NUTRITION
DRUGS, ALCOHOL
& SMOKING
RELATIONSHIPS
SAFETY
ILLNESS & DISABILITY



NEWS & MORE

SPEAK UP!

SPOTLIGHT

FREE STUFF

VOTE



Be a helpful parent.

The Information for Parents & Caregivers section provides web site links to information for parents to help their girls cope with social pressures and health issues.

Learn more about disability and illness in girls.

Some girls not only deal with the stresses of growing up, but also the pressures of living with an illness or disability. This special section gives girls tips on going to the doctor, dealing with school, and handling relationships with family members and friends. It also gives girls information on transitions and taking care of their bodies.

A word about our resources.

The site only links to reliable sources of information. When you leave our web site and click on one of the pre-screened links, you will be told that you are leaving a Federal web site. While we have carefully chosen these resources, please keep in mind that we have no control over the material (or changes to material) on other web sites.

Check out who's in the spotlight.

Our "Spotlight" section features local heroes who are an inspiration to girls. Look for words of advice and inspiration from outstanding women and girls.

Information for Educators.

The web site has a section for educators featuring links to a wide range of emotional and physical health resources.

Having respect for your body is important for teens today. Everything from how you treat your body, how you care for it, how you work for it, not poisoning it...all come from having respect for your body."

– Dr. Wanda Jones,
Deputy Assistant Secretary for Health



GirlsHealth.gov Fact Sheet

HISTORY & BACKGROUND

GirlsHealth.gov (formerly 4Girls.gov) is a program sponsored by the U.S. Department of Health and Human Services' Office on Women's Health (OWH). It was developed in 2002 to fulfill the need for reliable, current health information on the Internet for adolescent girls, and to help improve the health of women from childhood to adolescence and into adulthood. GirlsHealth.gov motivates girls to choose healthy behaviors using positive, supportive, and non-threatening messages.

MISSION & PURPOSE

The mission of GirlsHealth.gov is to promote healthy, positive behaviors in girls between the ages of 10 and 16. The web site gives girls reliable, useful information on various health issues and advice on handling relationships with family and friends, at school and at home.

SLOGAN

Our slogan, "You are the Rhythm of the Universe. Mind ~ Body ~ Spirit" focuses on the whole of the girl not just her body. Our vision is to show that a girl is more than the sum of her parts and that her health is universal.

OPERATIONS

GirlsHealth.gov is entirely directed and sponsored by the Federal Government. It is a project of the Office on Women's Health in the U.S. Department of Health and Human Services and is 100% commercial-free.

Dr. Jonelle Rowe, Office On Women's Health, Medical Advisor for Adolescent Women's Health, is the project director for GirlsHealth.gov. A short biography of Dr. Rowe can be found on the web site.

The "Sounding Board" is a special group of young women all across the country who are tasked to provide OWH with their opinions on topics like bullying, peer pressure, healthy eating, types of exercise, and other subjects on an ongoing basis. Over the course of the GirlsHealth.gov program, they have shared their thoughts about the web site, suggested improvements, and have provided valuable feedback about the issues they feel are important to girls' health across the country.

HEALTH CATEGORIES

Body – Covers everything from growth and body hair to acne and hair care.

Fitness – Stresses that being fit means more than only how you look.

Nutrition – Addresses a healthy diet for a teenage girl and what to do to improve nutrition.

Mind – Talks about relieving stress in healthy ways, depression, and teen suicide prevention.

Drugs, Alcohol, & Smoking – Describes all types of substance abuse and what it does to a girl's body.

Bullying – Information for girls, parents, and educators about the issues associated with bullying.

Safety – Addresses safety issues about the Internet, within relationships, and provides general safety tips.

Illness & Disability – Shows ways to cope with a chronic illness and how to combat the fears of being sick.

Relationships – Talks about the importance of healthy relationships and open communication.

Parents & Caregivers Section – Provides resources and helpful links about talking to girls about their health and fitness concerns.

Educators Section – Gives tools, resources, and guidance for educators to teach girls they work with.



U.S. Department of Health and Human Services, Office on Women's Health



Friends of GirlsHealth.gov Program

Being a Friend of GirlsHealth.gov (formerly 4girls.gov) means that you or your organization is making an effort to support, promote, and encourage girls' health in a positive way. When you become a part of the Friends of GirlsHealth.gov list, you can also link to us from your own web site.

Promoting girls' health in a positive way takes the combined effort of many people. Here are some suggestions about how you or your organization can further support GirlsHealth.gov:

- ★ Show your support for GirlsHealth.gov by letting us add your organization's name to our Friends of GirlsHealth.gov page. Fill out the Friends of GirlsHealth.gov submission form and fax or mail it in.
- ★ Use the GirlsHealth.gov logo and put a link to our web site on your web site.
- ★ Visit GirlsHealth.gov often to see updated information about girls' health, read the Spotlight Section, and look up interesting health topics on the GirlsHealth.gov web site.
- ★ Send us emails with suggestions for the site or submit answers in the Speak Out Topics section.
- ★ If free materials, like posters or postcards, are being promoted on our web site, be sure to order some for yourself or girls you know.
- ★ Spread the word to others that you are a Friend of GirlsHealth.gov and encourage them to look at the web site to learn about issues regarding girls' health.

For more in-depth health information and to learn more about GirlsHealth.gov visit us online at:

<http://www.GirlsHealth.gov>

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U.S. Department of Health and Human Services, Office on Women's Health



Friends of GirlsHealth.gov Program

Application Form

Please complete the following information. The submitted information will be reviewed prior to being entered into our database. You may fax or mail the completed form to:

Alison Zuchowski
Marketing and Outreach Director
8270 Willow Oaks Corporate Drive
Fairfax, VA 22031
Fax: 703-663-6942
E-mail: alison.zuchowski@psgs.com

Organization Information	
Organization Name	
Mailing Address	
Address	
City	
State	
Zip Code	
Contact Information	
Contact Name	
Contact Title	
Contact Phone	
Contact Fax	
Internet Address Information	
Web Address	
Email Address	



U.S. Department of Health and Human Services, Office on Women's Health



Media Advisory

Contact: Valerie Scardino
Communications Director
Office on Women's Health (OWH)
(202) 205-0270

Girls' Health Web Site Changes Name and Web Address

New web site address makes it easier to find girls' health information online

www.GirlsHealth.gov

August 30, 2005 Washington, DC – In an effort to streamline the information they provide to girls, parents, and educators, OWH changed the name, web site address, and logo of their girl's health web site to Girlshealth.gov. These changes allow anyone to find reliable, up-to-date girls' health information on the Internet faster and easier.

What: The Office on Women's Health (OWH) is proud to announce the name change of their girls' health web site to Girlshealth.gov. Formerly www.4girls.gov, this new name and web site address more accurately describes the content on their web site. Along with these changes, Girlshealth.gov also has a new logo. OWH hopes that these changes will help girls, parents, and educators find important information on girls' health faster and easier.

Who: GirlsHealth.gov is sponsored by the Department of Health and Human Services, Office on Women's Health, and is the "daughter" program of the National Women's Health Information Center (www.womenshealth.gov). Girlshealth.gov provides valuable information about ways girls can achieve a healthy lifestyle helping them to understand their body, mind, and spirit as they grow into adults. For information, visit www.girlshealth.gov or call the National Women's Health Information Center at 1-800-994-9662.

When: Our new name, web site address, and logo have officially been changed and were launched this month.

Why: The web site relocation and name change to www.girlshealth.gov will make it easier for girls, parents, and educators to find girls' health information on the Internet. As incidents of diabetes, eating disorders, and drug abuse continue to increase and teens continue to consume more and exercise less, OWH recognized the need to make girls' health information even more accessible to the public. The mission of Girlshealth.gov is to promote healthy, positive behaviors in girls between the ages of 10 and 16. The site, originally launched in 2002, gives girls current, reliable, and useful information on various health issues they will face as they become young women, and tips on handling relationships with family and friends, at school, and at home. The former web site address for Girlshealth.gov was www.4girls.gov. This address will still work.

For more in-depth health information and to learn more about Girlshealth.gov visit us online at:

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U.S. Department of Health and Human Services, Office on Women's Health

GirlsHealth.gov Staff Biographies



Dr. Jonelle Rowe

Medical Advisor for Adolescent Women's Health

I am a pediatrician. I have three children, Bradley, Whitney and Hawley; all grown: I graduated from Vassar College and University of Vermont Medical School. For many years I took care of very small and very sick premature babies at the University of Connecticut. Six years ago I came to Washington to work for the government to develop health programs for girls. I started work on www.GirlsHealth.gov several years ago because I knew that young women get a lot of their health information on the Internet and I wanted to make sure that there was a place where they could get accurate and useful information. I love my work and believe that health and behavior choices that a young woman makes will determine her health and well being for the rest of her life.



Alison Zuchowski

GirlsHealth.gov Sounding Board Manager

I was born in Dallas, Texas, but I have lived in Northern Virginia (just outside of Washington, DC) for 24 years. I'm 26-years-old and live with my brother in a house we bought a few miles from where we grew up. I graduated from Virginia Tech with degrees in Communications, Marketing, and Spanish.

For the past 5 years, I have really enjoyed cooking. I love to watch cooking shows and buy cool cooking tools. I also spend a lot of time in spinning classes at my gym. Also, I like to travel and I hope to go to every continent one day!

I have worked on GirlsHealth.gov for the past two years. I spend a lot of time spreading the word about GirlsHealth.gov to everyone who will listen, talking to the media, coming up with the Speak Up topics on the web site, interviewing girls for the Spotlight On section, updating the News and More, and now, interacting with our Sounding Board!

For more information, visit www.GirlsHealth.gov!



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